

## ABSTRACT

RGB display data is sequentially divided and written into pixels of each of the RGB in a display device. The display device has a DA converter selecting and outputting one of plurality of the  $\gamma$ -correction voltages based on the sequentially divided 5 RGB display data, the  $\gamma$ -correction voltage switching circuit selecting the  $\gamma$ -correction voltage for each of the RGB by changing the first and second reference voltages for each of the RGB, and the switching circuit selectively supplying the output of the DA converter to the pixels of each of the RGB. The  $\gamma$ -correction is individually performed for each of the RGB. The individual  $\gamma$ -correction for each of the RGB can improve the 10 reproducibility of colors without enlarging the circuit size.